

CTI321 Subtitling and Game Localisation

Level: 3

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JULY

Synopsis:

CTI321 Subtitling and Game Localisation focuses on subtitling for audio-visual content and localisation strategies suitable for video games. The course first discusses pros and cons of subtitling and captioning, dubbing, and voice-over. It explores various audio-visual translation strategies in order to identify suitable subtitling strategies for different types of media and entertainment, in particular, video games. Students will be introduced to subtitling guidelines and different levels of subtitling. They will use subtitling software tools, Computer-Aided Translation (CAT) tools and Machine Translation (MT) to create and edit subtitles. The course will also delve deeper into issues specific to game localisation, such as character identification, cultural references, censorship, interactivity and creativity. At the end of the course, students will work independently on a video game subtitling and localisation project. The skills acquired can be applied to other forms of entertainment, such as film, drama, social media streaming and audio-visual advertisements.

Topics:

- Subtitling, captioning, dubbing and voice-over
- Audio-visual translation
- Genres of media and entertainment
- Localisation for media and entertainment
- Subtitling guidelines
- Subtitling software
- CAT and MT in game localisation
- Cultural references in game localisation
- Character identification and historical references in video games
- Censorship in gaming industry
- Interactivity in game localisation
- Creativity in game localisation

Textbooks:

CTI321 Study Guide (UDC - SUSS) SUSS
ISBN-13: SG-2139

影视翻译与制作 2023 顾铁军 北京大学出版社
ISBN-13: 9787301336175

電玩翻譯：新手譯者的生存攻略 2022 徐昊 眾文圖書
ISBN-13: 9789575325947

Learning Outcome:

- Analyse different types of media localisation
- Demonstrate an understanding of subtitling guidelines
- Categorise technical, linguistic, cultural and legal challenges in game localisation
- Formulate strategies to localise video games
- Use subtitling software and CAT/MT tools
- Prioritise interactivity and creativity in game localisation

Assessment Strategies - Regular Semester (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	TUTOR-MARKED ASSIGNMENT 1	25
	TUTOR-MARKED ASSIGNMENT 2	25
Overall Examinable Components	ECA	50
Total		100

*The information listed is subject to review and change.